GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:2486
ANSWERED ON:30.11.2016
Advertisement in Newspaper
Meinya Dr. Thokchom

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the DAVP has stopped giving advertisements to many newspapers in Jammu and Kashmir and North-East; and

(b) if so, the details thereof and the reasons therefor?

Answer

MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING {COL RAJYAVARDHAN RATHORE (Retd.)}

(a) and (b) As per the Print media policy, 2016, Directorate of Advertising and Visual Publicity (DAVP), the nodal multi-media agency for release of Central Government advertisements, has to release advertisements only to those newspapers who qualify and get the minimum marks under the criteria specified in the policy. The detailed policy is available on DAVP website, www.davp.nic.in under the head 'Newspapers' and sub-head 'Advertisement Policy'.

DAVP is not releasing advertisement to the Publishers which do not qualify the criteria of securing 45 marks and above as per the Print Media Policy 2016. This includes publishers from North-East, Jammu & Kashmir also. A list of such publications from Jammu & Kashmir and North-East is placed at Annexure.

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